

Strategic Plan Overview 2005-2007



***Protecting First 5 Resources
for Children and Families into
Perpetuity.***

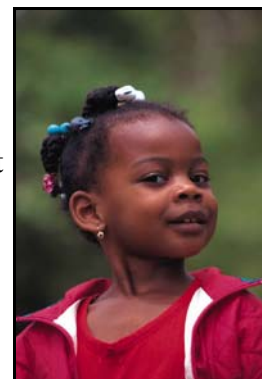
What is First 5?

First 5 is a program created by the State of California through the enactment of the Children and Families Act that is designed for the purposes of promoting, supporting and improving the early development of children from the prenatal stage through five years of age.

Research in brain development clearly indicates that the emotional, physical and intellectual environment a child is exposed to in the early years of life has a profound impact on how the brain is organized. The experiences a child has with respect to parents, caregivers and their environment significantly influences how a child will function in school and later in life. First 5 is de-

signed to provide opportunities for all children to have access to a comprehensive, integrated system of early childhood development services and experiences so that they will have a better chance to become the best citizens possible with a positive view of their world and themselves.

One role of the First 5 initiative is to ensure that funding decisions are made at the local level, calling for extensive input from all segments of the community. Local commissions are established to engage service providers and consumers in an integrated, countywide partner approach to achieve sustainable strategic results for children prenatal through 5 years old and their families.



***The brain matures in the world
rather than in the womb; thus
young children are deeply
affected by their experiences.***

All Children are Our Children

Our Vision

The First 5 - Placer Children and Families Commission believes *all children are our children*. Therefore, we shall create an environment that supports our children and their families in reaching their full potential.

Our Mission

In order to achieve Our Vision we will focus on early childhood development and will support and build on existing collaborative efforts by bringing together diverse perspectives, communities, and resources to assure comprehensive integrated strategies and holistic family-centered sustainable approaches.

First 5 - Placer's Approach

Planning and service delivery partners are encouraged to embrace the big picture, rather than focus on only their specialized portion of the Strategic Plan.

Strategic Principles

First 5 - Placer is committed to involving the public in deciding how young children's programs should be funded. We are guided by the following principles to achieve our outcomes:

- ▶ No child will be left behind. All children are eligible for services.
- ▶ We will promote holistic and culturally competent approaches involving comprehensive outcomes for whole children, families and communities. Our efforts will address the full range of support, early intervention and treatment.
- ▶ Comprehensive goals, approaches, and processes will require cross-agency planning, assessment trainings, integrated service delivery and outcome linkages.
- ▶ Partner strategies and outcomes will build on existing strengths and create sustainable collaborative linkages to fill gaps.
- ▶ Enrichment activity providers, parent networks, faith-based organizations and other non-traditional partners are recognized as critical partners.
- ▶ We will partner with, build upon, strengthen, expand, and help leverage existing and new initiatives.
- ▶ We will not supplant existing services or relieve agencies of their current responsibilities in serving and reaching out to children and families.
- ▶ Evaluations will be approached as a continuous learning opportunity to improve services, discover approaches, and sustain comprehensive child, family and community outcomes.

Stewardship

Funds provided by the Children and Families Act are projected to decline over the years. Therefore, instead of releasing another layer of potentially unconnected grant funds into the community, the Commission and community had an opportunity to focus on evaluating the results that were being achieved by current investments and



to use this information to guide future investments in achieving sustainable results. As stewards of the unique resources made available by Proposition 10, the commission engaged the community in safe learning environments where the community could think strategically and provide timely information to revise and update this plan.

Community Learning Conversations



Extensive outreach was conducted by the First 5 - Placer Partner Network to invite all facets of our community to participate in the planning process. The primary purpose of the Community Learning Conversations was to inform and/or reconnect the community with the brain development message, provide information about First 5 Partner activities, and to meaningfully involve the community in providing input to this plan.

Several Community Learning Conversations were held in the county. The conversations were centered on the importance of the early years of a child's life and the brain development that takes place during those years.

From the community's perspective, the following are some of the results of First 5 - Placer activities.

- ▶ New networks, partnerships and collaborations have been formed.
- ▶ There is increased community awareness of the importance of the early years for all children.
- ▶ The community has come together to serve as a larger support for children and families by providing new programs and services.
- ▶ There are more resources for parents.
- ▶ There is more awareness of children with special needs and their families.

Outcome Faires

Outcome Faires have been used every year since the implementation of First 5's original plan. Outcome Faires are traditionally held at a public venue, such as a major shopping mall. The faires provide an opportunity for the community to:

- ▶ See first hand and understand what is happening with the monies entrusted to First 5 - Placer;
- ▶ Make new connections and/or recharge existing ones;
- ▶ Provide a safe, fun environment for families of children prenatal through 5 years of age to interact with each other and learn about the resources available to them through First 5 - Placer.

The Commission uses information gleaned from community planning events and the annual Outcome Faire to update its plan and invest funds to achieve outcomes for prenatal through 5 children and their families.

We are committed to reaching to new segments of the community and creating ongoing opportunities for meaningful community involvement.

The Commission defines an outcome as: A condition and/or behavior that will exist or be enhanced as a result of activities or services funded or initiated through First 5.

First 5 Partner Network

The following section of this plan lists partners funded in Fiscal Year 2005/06. These partners are achieving outcomes in the Five Strategic Result Areas (broad goals) listed below that guide the Commission's planning activities:

Improved Family functioning
Improved Child Development
All Children are Healthy
Community Partnerships
Supportive Environments

Strategic Result Areas



Improved Family Functioning

Strong Families and Support for Families: All families will have the opportunity to be supported in becoming more knowledgeable and competent in child nurturing, child interaction, child learning and parenting skills which promote positive child development.



Improved Child Development

Children Learning and Ready for School: All children will meet appropriate developmental milestones in cognitive, speech and language, fine and gross motor, self-help, and social-emotional areas.



All Children are Healthy

Family Wellness Competency: All families have the knowledge, resources, and ability to optimize the health and wellness of its members.



Community Partnerships

Partnership Competency: All families have access to a network of support through an integrated partnership of informal and formal care.



Supportive Environments

Supportive and Nurturing Environment: The greater community will be supportive in providing safe, healthy, nurturing, and appropriate environments for families which promote positive child development and learning.

Network of Partners



Improved Family Functioning



| | | |
|--|---|---|
| Golden Sierra Life Skills Men, Infants & Children (MIC) P.O. Box 4108 Auburn, CA 95604 530.887.9245 | Tom Grayson e-mail goldenlifefskills@msn.com Website www.goldenlifefskills.com | Provides parenting classes for fathers and father figures of children 0–5. Classes offered county-wide in English and Spanish. |
| KBFRC - Latino Leadership Project POB 2036 Truckee, CA 96160 530.587.7499 | Sylvia Ambriz e-mail syambriz@yahoo.com | Provides a comprehensive leadership curriculum for parents for children 0-5 in the Tahoe region. |
| PEACE for Families P.O. Box 5462 Auburn, CA 95604 530.823.6224 | Claudia Nakata website www.peaceforfamilies.org | Provides child development support for children and their mothers in this domestic violence shelter. |
| Placer Union High School District - Chana Teen Parenting Program 3775 Richardson Drive Auburn, CA 95603 530.885.8401, x108 | Laura Barhydt e-mail lbarhydt@puhsd.k12.ca.us | Provides a child development center for teens enrolled in completing their education. The center provides mentoring for parenting skills. |
| Riding High Equestrian 11685 Lorenson Rd. Auburn, Ca 95602 530.888.8871 | Honey Cowan e-mail ridinghieq@aol.com | This program is a parenting course to parents of children ages 0-5 around the importance of appropriate body language when interacting with their children through the use of horse therapy. |
| Superior Court - High Conflict (STEP) Program 11546 B Avenue Auburn, CA 95603 530.886.1206 | Suzanne Feris e-mail sferis@placerco.org | Consistent family intervention for high conflict families dealing with custody issues of children ages 0-5. |
| UC Cooperative Extension - Early Literacy—Ready to Succeed 11477 E Avenue Auburn, CA 95603 530.889.7344 | Paula Anderson e-mail pranderson@ucdavis.edu Website www.ceplacer.ucdavis.edu | Provides educational opportunities and information to parents, providers and the public on early literacy and school readiness. |
| WarmLine Family Resource Center 420 Folsom Road, Suite D Roseville, CA 95678 916.782.7147 | Al Millan e-mail placer@warmlinefrc.org Website www.warmlinefrc.org | Provides family-centered, multi-linguistic and culturally respectful support, information, and referral for families of children with special needs and the community of professionals that serve them. |

Network of Partners



Improved Child Development



Advocacy Resources & Choices - Community Inclusive Playgroup

5795 Saunders Avenue
Loomis, CA 95650
916.652.1025

Jackie Clark

e-mail
jclark@placercoe.k12.ca.us

This collaboration of agencies provides a community inclusive playgroup for both typically developed children and children with special needs ages 0-3.

Arts Council of Placer County

808 Lincoln Way
Auburn, CA 95603
530.885.5670 (x115)

Angie Tahti

e-mail
email@placerarts.org
Website
www.placerarts.org

Provides scholarships enabling more children to participate in music lessons. Additionally, provides music mentoring for preschool teachers.

Bobbie Brown's MUSICTALK, Inc.

21270 Placer Hills Road
Colfax, CA 95713
530.637.4997

Bobbie Brown

e-mail
Bobbie@musictalk.org
www.musictalk.org

Music program for children with autism that are enrolled in selected PCOE Special Day Preschool classes.

Kings Beach School Readiness Program

379 Nevada St.
Auburn, CA 95603
530.886.1869

First 5 Placer

Don Ferretti, and
Nancy Baggett
e-mail
dferretti@placer.ca.gov
nbaggett@placer.ca.gov
Website
www.placer.ca.gov/cfc

Providing a coordinated program including the five elements of: early care and education; parenting and family support; health and social services; schools' readiness for children and program administration and infrastructure.

Placer County Office of Education (PCOE) - Child Development Services, Resources & Referrals

1230 High Street, #120
Auburn, CA 95603
530.885.3465

Jeannette Lovejoy

e-mail
jlovejoy@placercoe.k12.ca.us
Website
www.placerco.k12.ca.us/departments/childcare

Provides resources and referral services for childcare in Placer County. Child Development Services also recruits, trains and provides mentoring and accreditation support for those working in the childcare field.

Placer County Office of Education (PCOE) - Special Needs

360 Nevada Street
Auburn, CA 95603
530.745.1389

Randi Gibson

e-mail
rgibson@placercoe.k12.ca.us

Supports teachers serving the preschool aged children with special needs by providing materials and manipulative equipment to enhance their classes.

Network of Partners



Improved Child Development, continued



Placer Nature Center
3700 Christian Valley Road
Auburn, CA 95602
530.878.6053

Leslie Warren

email
leslie@placernaturecenter.org

This is a commitment from First 5 Placer to support the Placer Nature Center to serve 0-5 children and their families in Placer County by providing them an opportunity to experience the natural environment through access and field trips to the Placer Nature Center.

Placer Community Action Council (PCAC)
1166 High St.
Auburn, CA 95603
916.203.5576

**Denyse Cardoza
Robyn Mello**

e-mail
sonotmello@aol.com

This is a contract between First 5 Placer and PCAC to provide a series of trainings to teachers and professionals serving children ages 3-5 in a preschool setting. As a result of the trainings, the children served by these teachers, will be achieving enhanced sensory processing and will be able to participate appropriately in classroom educational goals.

Rocklin Unified School District - Inclusive Preschool Setting
2615 Sierra Meadows
Rocklin, CA 95677

Betty DiRegolo

e-mail
bdiregolo@rocklin.k12.ca.us

Provides an inclusive preschool setting for both typically developing children and children with special needs.

Sonshine Daycare & Learning Center
114 Lenader Court
Roseville, Ca 95747
916.780.6557

Michelle Silva

e-mail
mobymako@calis.com

Creating a developmentally appropriate learning environment so that children can experience improved opportunities for learning in art, music, reading, writing, block play, and dramatic play.

Tahoe Truckee Preschool Alignment Program
POB 10832
Truckee, CA 96162
530.587.8322

Kim Bradley

e-mail
kbradley@communitycollaborative.org

Develops plans that will guide the school district to align area preschools and both formal and informal childcare providers towards achieving school readiness for children entering kindergarten in the Tahoe Truckee Unified School District.

Network of Partners



All Children are Healthy



| | | |
|---|---|---|
| Breastfeeding Coalition of Placer County 919 Sunrise Ave. Roseville, CA 95661 916.781.9871 Clinic 916.780.6454 or 866.866.4967 | Mary Wagner-Davis e-mail bfcopc@infostations.com Website www.placerbreastfeeding.org | Provides Support over the phone and in a clinic setting for breastfeeding women in Placer County. |
| City of Roseville - Safe Kids Placer County Roseville Fire Department 401 Oak Street, STE 402 Roseville, CA 95678 916.772.6300 | Jim Owens e-mail jowens@roseville.ca.us | Safety education for children enrolled in selected preschool and kindergarten classes throughout Placer County |
| Kids Involuntarily Inhaling Secondhand Smoke (KIISS) 9075 Foothills Blvd., Suite 1 Roseville, CA 95747 916.780.0226 | Paul McIntyre e-mail paulmc@rcsis.com Website www.KIISS.org | Provides educational services on the effects of second hand smoke on children. |
| Multi-Disciplinary Interview Center (MDIC) 11528 "E" Avenue Auburn, CA 95603 530.886.2231 | Fiona Tuttle e-mail ftuttle@placer.ca.gov Website www.placer.ca.gov/da | Provides a "child-friendly" interview center for children that are suspected victims of felony child abuse. |
| Tahoe Dental Program P.O. Box 2810 Kings Beach, CA 96143 530.546.0952 | Sylvia Ambriz e-mail syambriz@yahoo.com | A regional children's dental health program that assists in the treatment and education of the most severely affected children. |
| UC Cooperative Extension - Nutrition Coalition 11477 E. Avenue Auburn, CA 95603 530.889.7350 | Michele Fisch e-mail mfisch@ucdavis.edu Website www.ceplacer.ucdavis.edu | Provides educational opportunities and information to parents, providers and the public on proper nutrition. |

Network of Partners



Community Partnerships

Child Abuse Prevention Council (CAPC)

Thrive By Five

218 Estates Drive
Roseville, CA 95678
916.772.2272

Kathleen Shenk

e-mail
klshenk@capcplacer.org

A collaboration in the Rock Creek School District to reach out to families to provide increased awareness of available services for children 0-5 and their families in order to improve school readiness.

Early Childhood Relationship Support Project

5795 Saunders Ave
Loomis, CA 95650
916.652.2515

Michael Rahilly

e-mail
mrahilly@surewest.net

A collaboration of agencies working to provide early identification and follow up relationship and mental health services to children 0-5 and their families.

Kings Beach Family Resource Center (KBFRFC)

8321 Steelhead Avenue
P.O. Box 2810
Kings Beach, CA 96143
530.546.0952

Sylvia Ambriz

e-mail
syambriz@yahoo.com

Provides a resource center for all families in the Kings Beach and Tahoe Region.

Network of Partners



Supportive Environments

Child Abuse Prevention Council (CAPC) Home Visiting Program

218 Estates Drive
Roseville, CA 95678
916.774.6802

Carolyn Speeza

e-mail
cspeeza@capcplacer.org

Provides home visiting for families with children 0-5 throughout Placer County to support child development, health and other information parents may need

KidZone - Sierra Nevada Children's Museum

11711 Donner Pass Road
Truckee, CA 96160
530.587.5437

Carol Meagher

e-mail
director@kidzonemuseum.org
Website
www.kidszonemuseum.org

Provides an indoor play structure and museum exhibits for the Tahoe Region that also includes services provided through an onsite Family Resource Center.

Placer County Office of Education (PCOE) - Childcare Local Planning Council, CARES Program

360 Nevada Street
Auburn, CA 95603
530.745.1382

Francine Nunes

e-mail
fnunes@placercoc.k12.ca.us

Supports the retention of those in the child development field through the use of stipends and opportunities for continuing education. This project is matched with State First 5 funds.

Rocklin Unified School District and The City of Rocklin

2615 Sierra Meadows
Rocklin, CA 95677
916.630.2245

Larry Stark

email: lstark@rocklin.k12.ca.us

Mark Riemer, City of Rocklin
e-mail: markr@ci.rocklin.ca.us

Partnering together with the City of Rocklin to purchase and install playground equipment that is available for use by both typically developed children 0-5, and children with special needs 0-5.

Superior Court - Family Law Facilitators Office

11546 B Avenue
Auburn, CA 95603
530.889.7465 or 530.889.7406

Diane Bras

e-mail
dbras@placerco.org
Website
www.placerco.org

Provides free legal support for parents dealing with divorce, child custody issues, and other family law problems.

Going Forward

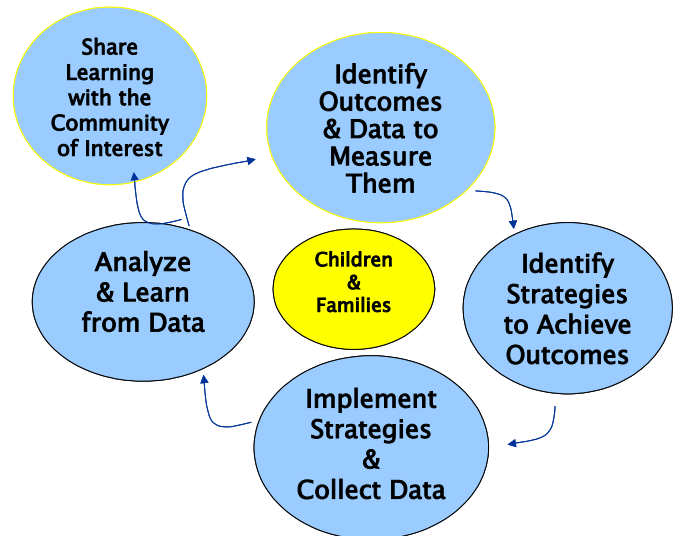
Evaluation and Learning from Outcome Data

*“Evaluation will be approached as a continuous learning opportunity to improve services and outcomes. This will be done in partnership between the Commission and it’s Partner Network in order to discover the best approaches to achieving and sustaining comprehensive child, family and community outcomes, rather than as a means to control or coerce services delivery partners.”
(Placer Plan, August 2000).*

The work of the Commission is outcome focused. The process starts with goal-oriented inclusive community planning strategies and continues with the provision of training, technical assistance, and facilitation to help our partners articulate outcomes and define performance measures. Outcome data (both qualitative and quantitative) describes the extent to which activities are helping children and

families achieve desired outcomes.

The success in Placer County has been realized through the effective use of feedback in the Learning Conversations process indicated below:



Linking Learning

The Commission supports learning conversations with each Partner to analyze and learn from the performance data that is collected by the Partner. These conversations reflect the Commission’s principle of being outcome-oriented and using outcome data in making program, policy, and funding decisions. The intent of these conversations is to provide safe, quality time to share the feedback loops that are used to tell the Partners whether the results that were anticipated are being met; in the process of being met, or not being met at all. The objective is not to have Partners present findings to the Commission merely as a funding source, but to learn from their own data. The conversations follow a pattern that uses the Focused Conversation Method, a process to help a group of people with different perspectives understand the meaning of data.

Any highlights and learning that emerge from the conversations are recorded and sent electronically to the entire network. The information is also posted on the First 5 - Placer web site. By providing a simple, yet consistent feedback loop to exchange outcome data (i.e., information) from one part of the network to the rest of the network, we attempt to strengthen the network and foster county-wide knowledge about what is happening with our prenatal through 5 population.

The Commission intends to continue this model of learning from outcome data and sharing that learning with the Partner Network and the community. The intent is to learn from the performance measurement data and use that learning to make funding, program and policy decisions.

Sustainability

Funding for the Children and Families Act will decrease in the years to come. First 5 - Placer must develop and support strategies that sustain its work even as its own revenues decline. This means that providing funding cannot be the sole focus of any Commission effort, but must involve generating some level of self-sufficiency (sustainability) within the larger community to achieve and sustain results for children and families.

First 5 - Placer will sustain results that benefit children prenatal through 5 and their families by mobilizing both social and financial capital to produce measurable, positive change for these families at the community level.

Defining Sustainability

It is clear that the Commission and its partners must focus on sustaining results, not just engaging in the process of funding and refunding programs if it is to produce long lasting changes at the level of families, community and culture. Sustainability in this context is neither the funding/refunding of programs and/or organizations, nor is it simply leveraging external financial resources (grants) to continue programs funded by First 5. Instead, it is a process by which communities are nurtured and supported to produce continuous measurable improvements for the benefit of prenatal through 5 children and their families.

Sustaining Strategic Results Through Mini-Investments

First 5 - Placer provides a continuous stream of \$5,000 mini-investments to fund emerging one-time or pilot activities. Up to \$55,000 annually is available for this purpose.

For more information about Mini-Investments contact:

www.placer.ca.gov/children/2005app.pdf or
call 530.886.1869

Sustainability Strategies

The focus on sustainable results will require different strategies. The Commission will undertake and join in partnerships with others to achieve sustainable results in the following areas:

- ▶ **Social Capital Emphasis:** Social capital means the strengthening of community networks (i.e., relationships between and among families, communities and organizations) to support and sustain results that benefit children and their families. Social capital activities could include working collaboratively by sharing resources, facilities, equipment, information, political contacts and funding, and involving community members as resources in developing service delivery practices.
- ▶ **Financial Capital Emphasis:** This is the traditional view of sustainability in which the Commission will provide primary funding and undertake activities that assist with leveraging resources, developing long and short-term financial strategies, investments and managing the trust fund, and other capital strategies.
- ▶ **Integrated Approach:** An integrated or systemic approach to sustainability focuses on creating partnerships among First 5 - Placer organizations (both public and private), communities, and families in order to share the responsibilities for mobilizing social and financial capital. The integrated approach brings stakeholders together to develop multi-agency plans to achieve results, as well as formal and informal community networks involving non-traditional partners.

Investment Principles

First 5 - Placer will use a variety of approaches to invest Children and Families Act funds to achieve our desired outcomes. Regardless of which approach is used, the principles that will guide this investment process are:

- ▶ Result-based and genuine use of outcome data feedback loops.
- ▶ Leveraged funds, including State funds to maximize local dollars.
- ▶ Family centered “wrap-around” team approaches that are holistic and strength based.
- ▶ Collaborative, inclusive and integrated system-wide approaches.
- ▶ Sustainability that encompasses culture, practices, relationships, funding, and the transfer of skills from one partner to another.

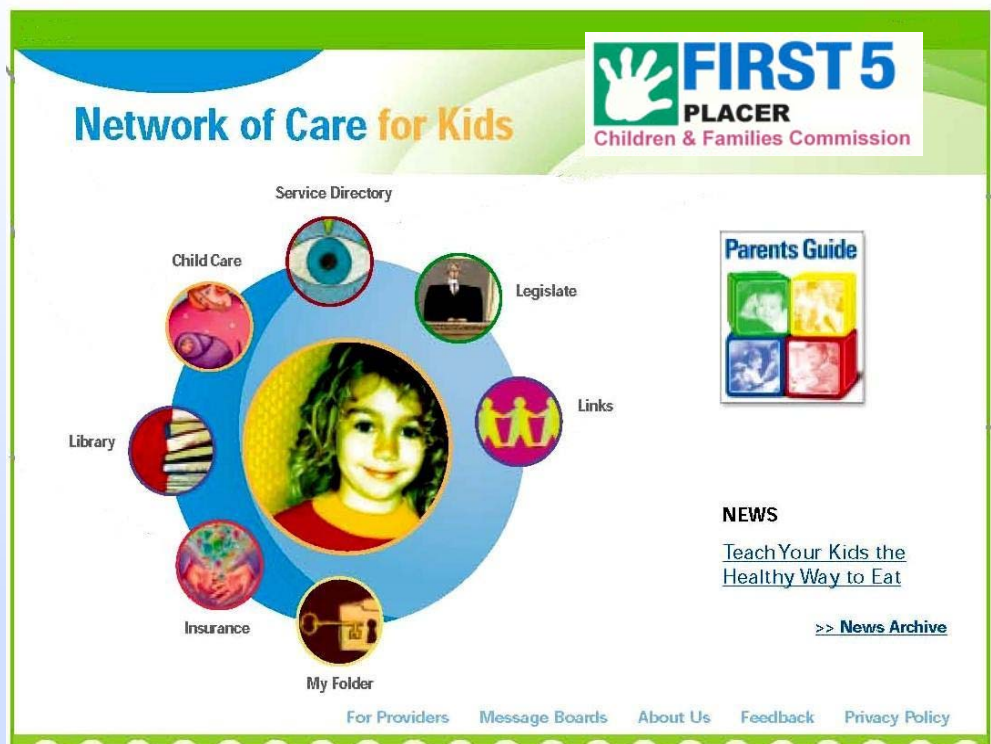
Eligible Partners

- ▶ Private Non-Profit 501(c)3
- ▶ Private For Profit
- ▶ Public Agencies
- ▶ Non-incorporated groups/ organizations, or individuals that have a legal entity as a fiscal sponsor.

Network of Care

The Network of Care for Kids is a “No Wrong Door” online community for the individuals, families and agencies involved with children, especially kids ages 0-5. This comprehensive website is an integral component of the strategies implemented by First 5 - Placer. It provides critical information, communication and advocacy tools for parenting, school readiness, child care and much more.

The Network of Care is one tool First 5 - Placer uses to foster generative relationships and create sustainable linkages throughout the Partner Network.



Visit: www.placer.networkofcare.org

We will...

Educate the Community

...Build the organizational capacity within the Commission and the Partner Network to operate as sustainable results-oriented organizations in the years to come.

...Educate the community to the importance of brain development in the first years of life and the opportunities and challenges that knowledge presents for those interacting with our younger children.

Strategic Planning

Practice On-Going Evaluation

...Underwrite community education and resource awareness events that promote quality early childhood development so that we can build and sustain family/community partnerships and environments.

...Engage the community in a inclusive strategic planning process so that we can make the best use of our time and our funds and achieve the strategic results that matter.

Build Organizational Capacity

...Practice on-going evaluation/analysis of First 5 funded services using outcome data to measure progress and make program, policy, and funding decisions.

Underwrite Events for Childhood Development

Sustain Family/Community Partnerships and Environments

...Continue our efforts to have Commission and community emissaries to liaison and develop strong working relationships with the State Commission and the Statewide associations that address early childhood development.

Use Outcome Data

Liaison with State First 5



First 5 Placer Commissioners - 2006

Dr. Sandra Naylor-Goodwin, Chair, Children's Behavioral Health

Catherine Goins, Vice Chair, Childhood Development

Jim Holmes, Placer County Board of Supervisors, District #3

Richard Burton, M.D., M.P.H., Placer County Public Health Officer

Elaine Rowen, Ph.D., Early Education

Bob Mc Donald, Prevention and Early Intervention for Families At Risk

Kimberly Haswell, Consumer

First 5 Placer Community Resource Committee - 2006

Elaine Rowen, First 5 Commissioner

Francine Nunes, Coordinator, Child Care Local Planning Council

Susan Fernandes, Program Manager, Child Development, PCOE Tahoe

Maureen Burness, Assistant Superintendent, PCOE Selpa

First 5 Placer Staff - 2006

Don Ferretti, First 5 Director

Nancy Baggett, Staff Support, Administration

Michael Romero, Staff Support, Epidemiology

Jo McCormack, Legal Counsel

Bobbie Reagan, Staff Support, Administration

Ellen Ketsdever, Staff Support, Accounting



Request additional information:

530.886.1869 phone
379 Nevada Street

530.886.1810 fax
Auburn, CA 95631

www.placer.ca.gov/cfc



Call Us
530.886.1869

Email Us
[**dferrett@placer.ca.gov**](mailto:dferrett@placer.ca.gov)